

News Release

Address Environment Week Fundraiser for REAL

May 26, 2011 – SMITHS FALLS, ON – The Address Your Independent Grocer in Smiths Falls has generously agreed to provide its customers a chance to donate to a local environmental organization from June 1 to 11.

Customers will be able to donate to the Rideau Environmental Action League (REAL), a 22-year-old non-profit best known for its REAL Deal Reuse Store and the recent Pitch-In clean up of Smiths Falls.

Canadian Environment Week is held during the first week of June to coincide with World Environment Day on June 5. This day was designated by the United Nations in 1972 to stimulate and empower world citizens to take action on the environment.

“There are so many actions – big or small – that people can take every day to protect the environment,” says Barb Hicks, President of REAL. “It can be carrying cloth bags, changing light bulbs, using less toxic products or cutting back on car trips, retrofitting their homes or starting green programs in their workplaces. There is no shortage of ideas.”

With Address’ help, REAL is appealing to store customers to donate a twoonie when they go through the cash. “The funds will go directly to supporting REAL’s many local projects,” says Hicks. A similar fundraiser held to coincide with Earth Week in April of 2010 raised \$645.

REAL’s many projects are designed to help local citizens learn about and take actions to protect the local environment. Its ecoENERGY Home Audit and Well Aware programs have been big successes with Lanark, Leeds and Grenville residents. This year, REAL and community partners have expanded the community garden on the site of the REAL Deal to eight plots. And, REAL is starting the ¡RAIN! Urban Stormwater Project. The organization also participates in a number of public information initiatives, including a newsletter, a website, workshops, and information tables at special events. The Rideau Volunteers, a two-year partnership with the Rideau Canal Museum to attract more volunteers to both organizations, is just winding down.

While REAL has been successful at getting funding for its larger programs, it directly funds many of its smaller projects. As a charitable, environmental non-profit organization, REAL does not receive any core provincial or federal government funding. REAL does however appreciate the support it has received from the Town of Smiths Falls, Drummond-North Elmsley and Montague Townships.

“Many people donate to national environmental organizations. We’re thankful that Address is providing Smiths Falls and area residents an opportunity to donate to a group that’s taking environmental action locally, in our own community,” noted Hicks.

To learn more about REAL, see www.REALaction.ca or visit the REAL Deal Reuse Store and Environment Centre at 85 William St. West in Smiths Falls.

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